

Message Text

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TO AMEMBASSY BERLIN PRIORITY
INFO AMEMBASSY VIENNA PRIORITY
AMEMBASSY BONN
USMISSION USBERLIN

C O N F I D E N T I A L STATE 140362

E.O. 11652: GDS

TAGS: BEXP, EEWT, GE

SUBJECT: 1978 LEIPZIG FALL FAIR

REF: BERLIN 3434

1. SUMMARY: RESULTS OF RECRUITMENT FOR US EXHIBITION AT THE 1978 LEIPZIG FALL FAIR ARE SUCH THAT USDOC HAS DECIDED TO CANCEL PARTICIPATION IN THE FAIR. DECISION WAS MADE AFTER CONSULTATION WITH STATE DEPARTMENT. GDR EMBASSY WILL BE NOTIFIED ON JUNE 8. END SUMMARY.

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2. AT COB MAY 31, 1978 ONLY FOUR FIRMS HAD CONTRACTED FOR A TOTAL OF EIGHT BOOTHS AND ONE ADDITIONAL FIRM HAD VERBALLY COMMITTED FOR ONE BOOTH FOR SUBJECT EXHIBITION.

3. DURING RECRUITMENT CAMPAIGN USDOC MADE APPROXIMATELY 3,500 INDUSTRY CONTACTS, INCLUDING MORE THAN 900 TELEPHONE

CALLS. ASSISTANCE WAS REQUESTED OF THREE TRADE ASSOCIATIONS AND US-GDR TRADE AND ECONOMIC COUNCIL. EFFORTS EXPENDED ORDINARILY WOULD HAVE FILLED SHOW.

4. PRINCIPAL REASONS FOR POOR RESPONSE ARE:

(A) TWO COMPETITIVE EVENTS IN APPEALING FREE-WORLD MARKETS,

NEITHER OF WHICH HAD BEEN ANNOUNCED WHEN USDOC PARTICIPATION WAS SCHEDULED IN FALL FAIR;

(B) MOST LIKELY POTENTIAL EXHIBITORS AMONG U.S. COMPANIES ARE PARTICIPATING IN FALL FAIR BUT DECLINE USG SPONSORSHIP, BECAUSE THEY DO NOT WANT TO GIVE UP SPACE HELD FOR YEARS IN OTHER PAVILIONS (US-GDR COUNCIL MEMBERS DOW, UNION CARBIDE, AMOCO ARE EXAMPLES);

(C) CONSUMER-ORIENTED OVERALL THEME OF THE FAIR DISCOURAGED NEW-TO-MARKET FIRMS THAT WOULD RATHER INVEST IN A MAJOR EXHIBITION WITH AN INDUSTRIAL THEME.

(5) RECOGNIZING SIGNIFICANCE GDR ATTACHES TO LEIPZIG FAIR, USDOC CONSIDERED AUGMENTING THE 9 BOOTHS WITH A BUSINESS DEVELOPMENT OFFICE (BDO) OR A VIDEO/CATALOG EXHIBIT (V/CE) FEATURING "PACKAGING EQUIPMENT." THE BDO COULD NOT BE JUSTIFIED IN TERMS OF REQUIRED RESOURCES IN CONFIDENTIAL

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ADDITION TO BEING DIFFICULT TO RECRUIT DURING THE TIME REMAINING. THE V/CE DOES NOT OFFER SUFFICIENT PROSPECTS OF RESULTS TO JUSTIFY THE ADDITIONAL EXPENDITURES INVOLVED. WE ALSO CONSULTED THE INTERNATIONAL COMMUNICATION AGENCY (ICA) TO SEE IF SOME ARRANGEMENT COULD BE MADE TO FILL THE REMAINING SPACE. THE EFFORT WAS NOT SUCCESSFUL.

(6) USDOC BELIEVES THAT ALL LIKELY PROSPECTS HAVE NOW BEEN CONTACTED AND THAT IT WILL BE UNABLE TO RECRUIT ADDITIONAL PARTICIPANTS. AN EXHIBITION CONTAINING ONLY FIVE PARTICIPANTS WOULD NOT REFLECT THE INTEREST OF THE U.S. GOVERNMENT IN EXPANDING US-GDR TRADE RELATIONS, OR THE RANGE OF DEVELOPMENT OF THE U.S. CHEMICAL INDUSTRY. THE DECISION TO CANCEL ALSO REFLECTS RELATIVE INEFFICIENCY OF SUPPORTING SO FEW FIRMS. BY CANCELLING NOW, CONSIDERABLE SAVINGS CAN BE DIVERTED TOWARD OFFSETTING SHORTFALLS IN OTHER PROGRAM AREAS.

(7) AFTER CONSULTATION WITH STATE DEPARTMENT, USDOC DECIDED TO DELAY ANNOUNCEMENT OF CANCELLATION UNTIL AFTER FISCHER/VANCE MEETING OF JUNE 6. USDOC WILL THEN INFORM

GDR EMBASSY OF CANCELLATION ON JUNE 8, 1978. IN ADVISING GDR AUTHORITIES, POST CAN EMPHASIZE THAT THIS ACTION SHOULD NOT, REPEAT NOT, BE INTERPRETED AS REFLECTING ANY LESSENING OF U.S. INTEREST IN IMPROVING US-GDR COMMERCIAL RELATIONS, EXPANDING LEVELS OF TRADE, OR IN USG TRADE PROMOTIONAL EFFORTS IN THE GDR. RESOURCES HAVE ALREADY BEEN ASSIGNED TO THE 1979 LEIPZIG SPRING FAIR, AND EVERY EFFORT IS BEING MADE TO INSURE THE EXCELLENCE OF THREE

TECHNICAL SALES SEMINARS SCHEDULED FOR THE GDR DURING FY 1979.

(8) WE ARE PRESENTLY ADVISING THE FIVE FIRMS OF THE DIFFICULTIES WE HAVE HAD WITH RECRUITMENT AND THE CONFIDENTIAL

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TENTATIVE POSSIBILITY OF CANCELLATION SO THAT THEY MAY EXPLORE ALTERNATIVES. WE ARE INDICATING THAT WE WILL REACH A DEFINITIVE DECISION JUNE 8.

(9) AMEMBASSY BERLIN IS HEREBY REQUESTED (A) TO ADVISE FAIR AUTHORITIES OF DECISION ON JUNE 8, 1978, (B) TO INITIATE ANY PAYMENTS NECESSITATED BY CANCELLATION, AND (C) TO ADVISE USDOC OF THE TOTAL FUNDS REMAINING AFTER SUCH PAYMENTS SO THAT FUNDS CAN BE ALLOCATED FOR OTHER PURPOSES. CHRISTOPHER

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